

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No. : 10/635,619 Confirmation No. 9590  
Applicant : H. NAKAZAWA et al  
Filed : August 7, 2003  
Title : ADVERTISEMENT MANAGEMENT METHOD  
TC/AU : 3688  
Examiner : M.L. Hamilton  
Docket No. : NIT-388  
Customer No.: 24956

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**DEC 15 2008**

Commissioner for Patents  
Mail Stop AF  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT**

Sir:

In response to the Office Action (Final Rejection) of August 15, 2008, please amend the above-identified application as follows. A Request for Continued Examination (RCE) and a Petition for a one-month Extension of Time as well as the appropriate fees also accompany this response.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks / Arguments** begin on page 12 of this paper.